



AAHAR 2003

New Delhi, India

- The Show:** **AAHAR** 2003 is the premier food and beverage trade show in India. In 2002 more than 230 exhibitors and 15,000 business visitors attended **AAHAR**.
- Location:** Pragati Maidan Fair Grounds, New Delhi, India
- Dates:** March 9-13, 2003
- Deadline:** January 15, 2003 - Booth space cannot be guaranteed after this date
- The Booth:** A standard booth measures 12 square meters (3 meters x 4 meters) and includes a display board with your firm's name, floor covering, display counter with bar stools, a round table with chairs, display shelves, two spot lights, one power point, lock cabinet, and trash cans. The charge also includes regular cleaning, maintenance, and around the clock security. Custom booth design is available at an additional cost.
- The Cost:** The cost of a booth is **\$2500.00** including a compulsory catalog charge and an invitation to attend a Foreign Agricultural Service-hosted trade reception. Local hire for staffing a booth is available at an additional charge.
- American Cafe:** Are you interested in getting maximum exposure for your products without attending the show at a lower cost? The American Café offers a unique and cost-effective opportunity for U.S. companies to display products for **\$500.00**. A company does not have to send a representative to the show, saving transportation, hotel, labor, and other related expenses. The company sends its products and the U.S. Department of Agriculture (USDA) will arrange to have the products displayed or prepared/cooked and served to show attendees. Please see the attached application form for more information on the American Cafe.
- Support:** The Office of Agricultural Affairs, U.S. Embassy New Delhi, will sponsor a U.S. Pavilion at **AAHAR** 2003 and provide US exhibitors with on-site support services during the show. **AAHAR** 2003 is an endorsed USDA Trade Show!.
- Contacts:**
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Why:	<p>AAHAR 2003 is the 18th annual international exhibition for food and food processing equipment in India. AAHAR provides an unparalleled venue to reach Indian food buyers because it is the largest food trade show in all of India. It provides an excellent opportunity to introduce new products to the emerging Indian market.</p> <p>India had historically maintained a highly restrictive import market for food products. In recent years, gradual trade liberalization has provided market access for an increasing number of food products, thereby offering new market opportunities. Under India's World Trade Organization (WTO) obligations, quantitative restrictions on imports of all food products were removed after March 31, 2001.</p> <p>AAHAR provides an opportunity to establish your company's presence in the hitherto closed Indian market by introducing your products to potential importers, distributors, representatives and joint venture partners attending the show. More than 230 Indian and foreign exhibitors and about 15,000 business visitors from India and abroad participated in last year's show. U.S. Department of Agriculture's Foreign Agricultural Service had the only organized pavilion with five exhibitors and two American Café participants.</p>
The Market:	<p>Are You Ready to Spotlight Your Products in a Market Where Imports Are Just Beginning?</p> <p>India, with a population of more than one billion and a vibrant economy growing annually in the last few years at 5-6 percent is a huge and emerging market for imported food products. Although tariffs remain high at 35 to 57 percent on most products, market opportunities for high value consumer food products have expanded. There exist a segment of 10-50 million Indian consumers, largely concentrated in the major metropolitan cities, whose consumption behaviors are comparable to western standards. Growing health consciousness in the middle class and the potential for tourism will further spur imports of consumer food products. In addition, the growing numbers of fast food/western style restaurants and the vibrant domestic food processing industry have created substantial markets for an increasingly broad range of food ingredients. Indian consumers regard US products favorably and strongly associate them with high quality.</p>
Best Products:	<p>Almonds and other Dry Fruits, Food Ingredients, fruit Juices, Jams & Jellies, Frozen French Fries, Chocolates, Cookies, Condiments, Fresh Fruits (Apples, Grapes, Oranges etc.), Health Foods & Beverages, Horticultural Seeds and Nursery Products, etc.</p>
	<p>Also refer India's 'Exporter Guide 2001 (IN 1058)' on the FAS Website: http://www.fas.usda.gov - select Attaché Report and then type in the report number IN1058).</p>